

COLTER BERGH

Web Manager | Web Growth, CMS, CRO & Analytics Leader

WordPress | Webflow-ready CMS Ops | GA4/GTM | SEO | Landing Pages | UX | Healthcare-Sensitive Web Systems

Keene, NY / Remote
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Portfolio: colterbergh.com/portfolio
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EXECUTIVE PROFILE

Hands-on Web Manager and digital experience leader who connects CMS administration, front-end execution, analytics, SEO, CRO, UX, and marketing operations into measurable web growth systems. Strong fit for CardioFit-style work: public website ownership, landing page deployment, GA4/GTM tracking, fast issue diagnosis, conversion-focused experimentation, and healthcare-sensitive web experiences. Comfortable collaborating with product, marketing, design, analytics, and executive stakeholders while still being the person who can fix the page, tracking, form, DNS, plugin, or layout issue directly.

Website Ownership

CMS, hosting, DNS, SSL, QA, uptime-minded workflows

CRO + Landing Pages

CTA hierarchy, lead capture, A/B testing, behavioral insights

Analytics + Attribution

GA4, GTM, Meta Pixel, UTM/gclid capture, funnel analysis

UX + Health Context

Healthcare org experience, accessibility-minded design, compliance-sensitive content

PROFESSIONAL EXPERIENCE

Co-Owner, Web Growth & Digital Strategy Lead | R Public Relations / RPR Firm - Remote / New York | Current

- Own web, UX, analytics, SEO, conversion, and marketing technology strategy for a PR and marketing firm serving healthcare, hospitality, home services, luxury, lifestyle, and professional service clients.
- Manage website strategy and implementation across WordPress, Elementor, Squarespace, hosting, DNS, SSL, analytics platforms, CRM tools, marketing automation, and client reporting systems.
- Build and deploy conversion-focused landing pages, lead magnets, service pages, popups, sticky CTAs, hidden fields, custom sections, forms, tracking snippets, and SEO-focused content architecture.
- Lead CRO and landing page optimization for healthcare campaigns using GA4, GTM, Mouseflow, Meta traffic insights, scroll depth, engagement time, CTA clicks, and weekly KPI comparisons.
- Design structured event tracking for CTA clicks, form submissions, page paths, UTM parameters, gclid capture, source/medium reporting, and funnel-step analysis to improve attribution and decision-making.
- Troubleshoot complex WordPress, plugin, permalink, hosting, DNS, SSL, form, API, and analytics implementation issues under tight timelines to keep campaigns and websites moving.
- Partner with PR, content, social, paid media, executive, and account teams so websites and digital campaigns support acquisition, engagement, lead quality, and revenue goals.

Selected impact: Implemented structured CTA, scroll, source/medium, engagement, hidden-attribution, and CRM/nurture tracking patterns across paid and organic campaigns; used behavioral analysis to identify pricing, hero messaging, CTA hierarchy, and secondary lead-capture opportunities.

UI/UX Designer / Digital Marketing Designer | Ardent Health - Remote | Current

- Support digital design, email marketing, web experience, and UX initiatives for a large healthcare organization with hospitals and clinics across multiple markets.
- Design and support digital marketing assets, email campaigns, landing page-related experiences, and web-related assets with attention to brand consistency, usability, accessibility, and compliance-sensitive healthcare content.
- Translate stakeholder feedback, brand standards, user needs, and technical constraints into clear, polished digital experiences that improve clarity, hierarchy, and engagement.

Web Developer / UX Designer / Growth Systems Consultant | Independent Web, UX & Marketing Projects - Remote

- Designed and built full websites independently, including strategy, wireframing, copy structure, UX, WordPress implementation, responsive QA, SEO basics, analytics setup, and launch support.
- Developed local SEO and service-area page strategies for home-service and trade businesses, including location-based search architecture, FAQs, trust-building content, and conversion-oriented hero sections.
- Created automation concepts for standardized site launches, analytics deployment, form handling, reporting, attribution capture, and CRO workflows.

FEATURED RELEVANT PROJECTS

Healthcare Landing Page CRO & Analytics System

Led conversion strategy and analytics implementation for a direct-response healthcare landing page. Built an optimization system around landing page versions, traffic sources, CTA clicks, scroll depth, engagement time, form/onboarding movement, and weekly testing priorities.

Tools: WordPress, Elementor, GA4, GTM, Mouseflow, Meta Ads, Mixpanel, ActiveCampaign, Zapier

Marketing Automation & Attribution Capture System

Designed practical attribution and form-routing patterns for client websites, including hidden field capture, UTM persistence, gclid capture, form metadata, CRM field mapping, and automated routing into marketing systems.

Tools: WordPress, Elementor, JavaScript, Zapier, ActiveCampaign, HubSpot, Google Sheets, SendGrid

Local Service Business Web Growth Platform

Built and optimized web strategy for a premium local service business, including brand positioning, WordPress architecture, service-area SEO planning, conversion-focused CTAs, FAQs, analytics, and local trust-building content.

Tools: WordPress, Elementor, Yoast, Cloudflare, Bluehost, GA4, GSC

TECHNOLOGY & PLATFORM EXPERIENCE

Web / CMS: WordPress, Elementor, Squarespace, custom WordPress themes, Webflow-ready CMS workflows, HTML, CSS, JavaScript, PHP familiarity, Pantheon, Bluehost, Cloudflare, DNS, SSL, hosting workflows

Analytics / CRO: GA4, Google Tag Manager, Google Search Console, Mouseflow, Mixpanel, Meta Pixel, SEMrush, UTM frameworks, event tracking, funnel analysis, heatmaps, CTA testing

Marketing / CRM / Automation: ActiveCampaign, HubSpot CRM, Zapier, SendGrid, Google Sheets automation, lead scoring concepts, nurture sequences, form routing, attribution capture

Design / UX: Figma, Canva, wireframing, landing page design, responsive design, email design, UX writing, conversion copywriting, typography, alignment, accessibility-minded review

Business / Collaboration: Web strategy, demand generation support, SEO strategy, CRO, service positioning, stakeholder management, reporting, cross-functional execution

EDUCATION

Education and certifications available upon request.